

# Annual Museum Survey 2023:

## Locality report

This report is a digest and should be read in conjunction with the London Report and National Report from <https://bit.ly/AMS-2023>.



### London Central

Camden | Greenwich | Hackney | Hammersmith and Fulham | Islington | Kensington & Chelsea | Lambeth | Lewisham | Southwark | Tower Hamlets | Wandsworth | Westminster  
(For Outer London Report, visit this [page](#))

### Background information

All figures presented on this page are drawn from February 2023 Arts Council England information and secondary sources

### Museums by visitor size bands



**Micro:** <10k; **Small:** 10-25k; **Medium:** 25-50k; **Large:** 50-100k; **Largest:** >100k

Based on the pre-pandemic visitor size bands

Accredited **72** | **8** Working Towards Accreditation

There are **80** museums within the Accreditation scheme in London Central

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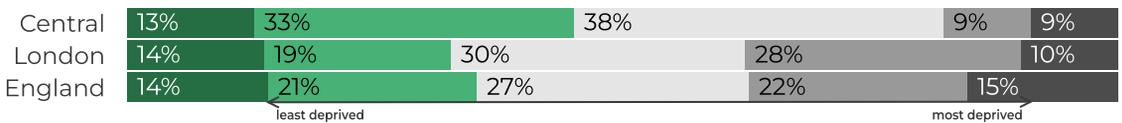
**145** in London (Central + Outer)

### Museums governance typology

Independent: **48**  
Local Authority: **4**  
University: **8**  
English Heritage: **1\***  
National Trust: **4\***  
National: **15\***

The marked (\*) types are outside the survey's scope

### Museums and the areas of deprivation



### Museum with access to outdoor spaces

London (Central & Outer) **46%**

### ACE's average annual investment per capita

Lowest in Tower Hamlets: **£28.84**  
Highest in City of London: **£698.66**

See more on the Arts Council England's [website](#)

Arts Council's Priority Places: *None*

Levelling Up for Culture Places: *None*

Further context on the Arts Council England's [website](#)

## ● Survey results

**26 / 80** London Central museums within scope took part in the 2023 survey

### ● Museums wholly run by volunteers

**6%** Central London

**13%** London

**31%** England

### ● Museums usually open all year round

**62%** Central London

**67%** London

**53%** England

## ● London's overall snapshot: How are the museums doing in the post-pandemic reality?

### Museums overview

**31%** Museums that charge for admissions

**13%** Wholly volunteer-run museums

**56%** Museums which are independent

**46%** Museums with access to outdoor spaces

### Workforce and volunteering

**65%** Museums hiring staff or contracts

**2:1** Volunteers to paid staff ratio

**10%** Volunteer numbers down on 19/20\*

**10%** Volunteer hours down on 19/20\*

### Audiences

**15%** Opening hours up on previous year\*

**33%** Museums not open or fewer than 10k visits

**87%** Visitor numbers up on previous year\*

**98%** Museums providing on-site education sessions

### Finance

**21%** Museums with less than £25k turnover

**66%** Museums reporting increased expenditure

**14%** On-site donations down on 19/20\*

**31%** Admissions income down on 19/20\*

If you require an alternative format, please contact your regional or national Museum Development organisation.

The Annual Museum Survey has been developed and is operated by South West Museum Development (hosted by Bristol City Council) with support from [PS Research](#). For further information on the process undertaken for the Annual Museum Survey, please contact [museum.data@bristol.gov.uk](mailto:museum.data@bristol.gov.uk)

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